

IN THE SPECIFICATION:

**AMENDMENT TO THE SPECIFICATION**

Please amend the paragraph starting on page 3, line 21 as follows:

The subset association rules dataset 38 addresses one or more business issues by associating cross-selling rules with metrics that solve the business issues. For example, a business issue may address where should a business allocate its limited personnel efforts so as to optimize its overall return on investment. As shown at 40, the present invention provides in subset association rules dataset 38 what amount of effort should be allocated to each cross-selling opportunity so as to optimize the overall return on investment.